

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62,47

NEOSHO NURSERIES Co.

"Yours for Growing Satisfaction"

Fruit Trees—Berry Plants—Nut Trees
Ornamental Trees & Plants—Evergreens

Neosho, Missouri

October, 1921.

Dear Friend:

We are sending our price list in the hope that we may start a business relationship with you that will prove mutually profitable.

Perhaps you already know the pleasure of picking ripe fruit from your own trees and plants or have realized the profit which can be made in growing good fruit. We may well expect good prices for some years to come for apples anyway. According to the U. S. Census report for 1920 there are about 36 million less bearing apple trees than in 1910, 29 million less not of bearing age, and in peach 28 million fewer bearing trees and 20 million less not of bearing age. The increased population and the foreign demand will also help to insure a good market for apples. The Monthly Crop Reports show that the average price of apples advanced over 115 per cent in the last eight years.

Everybody knows a good orchard increases the value of a farm, also that many a home has brought a much higher price because it had been made more attractive by ornamental plantings.

Perhaps you are now ready to place your order. We tried to show in our catalog what you have to do to enjoy "Growing Satisfaction." If you need another catalog we will gladly send it.

Cheap prices are attractive but no one wants trees and plants that are cheap in quality for it is a waste of time, labor and money to plant anything but first-class stock. We know an orchardist who bought 1700 apple trees at an attractive price last season. He now has left only 1000 trees that have made a very poor growth, in fact he thinks it would probably pay to replace them with good stock. He knows where to get it for he planted 293 of our 2-yr. XX apples at the same time on the same field and every one has made a good growth.

Every year we ask our customers for a report of results. In July we wrote to our 4975 last year's customers and up to September 8th heard from 597. Out of a total of 16,027 apple trees they lost only 85 and of 24,177 peach they lost 280.

Prior to this season we have always sold direct from nursery to planter only but we now have a number of representatives where we have been able to find the kind of men who will help us to give satisfaction to our customers. The prices through agents are the same as the mail order prices enclosed with an additional amount to cover transportation and deferring payment until delivery. Half of our representatives are old customers.

It would be best for you to order early. If you order now and we make any lower prices on similar varieties, sizes and quantities between the date your order arrives and the end of this season, your order will be adjusted accordingly. This removes the temptation to put off buying in the hope of securing lower prices but it may be necessary to increase on some items.

When you send us your order we expect to please you. In the past three years over 41 per cent of our sales were to old customers. A large amount also comes from their recommendations of us to their friends.

Try us out on a small order anyway—surely you have room along the fence for a few grape vines.

Yours for "Growing Satisfaction,"

NEOSHO NURSERIES CO.

Varieties Not Described in Our Catalog

Apple

✓ ADA RED APPLE. Originated in Northwest Arkansas where the only two orchards now in bearing are located and is harvested about August 15th. The fruit is medium size, roundish; yellowish, nearly covered with red and broken stripes of purplish crimson; flesh whitish; flavor mild subacid; quality good, good for dessert, excellent for cooking.

✓ COLLINS RED APPLE (Champion). Tree hardy, not subject to canker; very heavy and early bearer. Fruit medium in size, roundish; attractive deep red striped with purplish carmine but when not fully colored is yellow striped with red; picking season Southwest Missouri mid-October; comparatively low quality but good for such a late keeper—cold storage limit May or June. Sells well on Southern markets.

Crabapple

✓ HYSLOP CRABAPPLE (Early Winter). A brilliant carmine to dark purplish-red, over-spread with a thick blue bloom. Roundish, uniform shape, good size for crab. Flesh yellow; very firm, juicy, sub-acid. Especially good for jellies and other cooking purposes. Tree is vigorous, hardy, upright spreading.

Asparagus

MARTHA WASHINGTON. Recently originated by Prof. Norton, U. S. Bureau of Plant Industry. Superior, even to Reading Giant, in size, color, flavor, market desirability and freedom from rust.

Plum

✓ DE SOTO PLUM. Tree not very good grower and inclined to overbear. Fruit oval, medium size, color orange overlaid heavily with crimson. Flesh yellow, quality very good. Season medium.

Apricot

✓ BLENHEIM APRICOT. Large, oval-shaped top, orange color, very firm, juicy, high quality. Late ripening. Tree is vigorous, spreading grower, round headed and productive.

Grapes

✓ BARRY. One of the highest quality black grapes. Colors up with Concord; should remain on the vine a while longer. It is a splendid keeper. Should be planted near other varieties for pollination. The vine is vigorous, hardy and productive.

✓ ECLIPSE. Early black fully equal to Concord in quality and dependability, ripening about two weeks earlier. Vigorous grower, very hardy and very productive.

✓ WILDER. Very large, high quality, black grape, and the most dependable of the Rogers Hybrids, similar in size and quality to its parent, Black Hamburg; extra large; beautiful, glossy black. The vine is vigorous, hardy and productive. Ripens with Concord or earlier.